

## ABSTRACT

Techniques are disclosed for enabling end users to selectively subscribe to information content, without requiring the content provider to provide a subscription interface. A user preferably views a content source (such as a Web page) in a Web clipper, and selects content of interest. In preferred embodiments, the user's selection are then communicated to a component which transcodes them into a markup language document, and this document is used to create a set of one or more conditions to use when evaluating whether a subsequent version of the original content is of interest to this subscribing user. The conditions are preferably registered with a content matching component, and one or more actions to be taken upon a successful match are also stored for use at the time of the subsequent content evaluation.